

September 27, 2011

FOR IMMEDIATE RELEASE

**The StartUp Path and the Colorado Small Business Development Center Network  
Announce a New Partnership**

Colorado Springs, CO—The StartUp Path today announced a new partnership with the Colorado Small Business Development Center (SBDC) Network. The StartUp Path has conducted in-depth interviews with successful entrepreneurs from 30 different businesses and made those interviews available on its website. Some of the types of businesses included in this list are: hair salons, restaurants, internet marketing, home building, self storage facilities, bed & breakfast, and many more popular business types. Individuals who want to start their own business can visit the StartUp Path website, learn a business from experts, and then get free counseling at one of the statewide SBDC offices.

Jim Holley, founder and CEO of the StartUp Path said he is very excited about this new partnership. Holley said, “People have been going to the SBDC for years to get counseling on starting a new business. Often times, however, the counselor they are seeing does not have specific experience in the business their client wants to start. Through this relationship, clients and counselors can both benefit from learning about a business from someone who has succeeded at that business. I can only believe that this will enhance the effectiveness of counseling at the SBDC Network.”

Kelly Manning is the director of the Colorado SBDC Network. Manning is also excited about this new partnership with the StartUp Path. She said, “The SBDC Network is really good at counseling people who want to start their own businesses. However, there are many things that we don’t do that would be beneficial to people starting businesses. What the StartUp Path does is amazing. They have actually gone out and found people who have been successful in a wide range of popular business types. Then, they have captured that knowledge through focused and in-depth interviews. I am convinced that this partnership is going to be a huge benefit for SBDC clients and counselors alike”.

To celebrate the partnership, Holley announced that the StartUp Path is offering special pricing until October 9<sup>th</sup>. Each of the business types featured on the StartUp Path has a regular

retail price of \$29. During this introductory period Holley said they are being offered at \$19 apiece. He said, “We are so convinced of the value of what we have created that we don’t think we need a discount price. Still, there are so many people out of work and looking to start their own businesses that we feel this is a great economic benefit to individuals and to the state of Colorado. We are happy to do it and hope that we see a lot of new businesses started in the coming year.”

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**The StartUp Path** is a subsidiary of Businesses2Learn, LLC. Businesses2Learn was formed in 2009 as a company dedicated to providing products and resources to help people succeed in business. The company also owns The StartUp Institute, a private label offering featuring 21 online courses in starting a business. For further information about The StartUp Path, contact Sheena Pasko at **719.219.6865** or visit them at: [www.startuppath.com](http://www.startuppath.com).

**The Colorado Small Business Development Center (SBDC) Network** is dedicated to helping small businesses throughout Colorado achieve their goals by providing Free confidential counseling and various training programs. The SBDC combines information and resources from federal, state and local governments with those of the educational system and the private sector to meet the specialized and complex needs of the small business community. Regulatory, management, financial and marketing experts work in partnership to provide entrepreneurs with crucial information that can mean the difference between success and failure. For further information about the SBDC Network, contact them at **303.592.5920** or visit their website at: [www.coloradosbdc.org](http://www.coloradosbdc.org).